Changes in 2012:

- Extend time limits from 2-hour and 3-hour to all-day (9am to 4pm Monday-Friday)
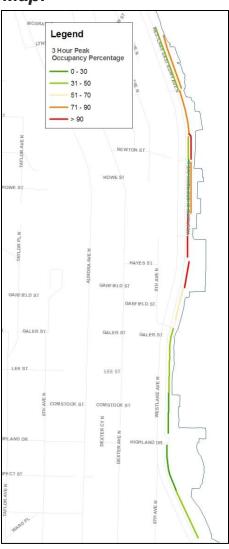- Retain lower $1.00/hr rate

Data:

The 2012 changes are based on the results of the 2011 parking study using the 3-hour peak occupancy. June 2011 data results in table below show that occupancy did not increase this spring as a result of the lower rate (was $1.50/hr in 2010).

	1-Hour Peak	3-Hour Peak	Current Time Limit	Proposed Time Limit
	2010	2011		
Overall	61%	52%	2 & 3 hours	All day (7 hours)

Map:

- The highest average occupancy is in the northern portion of Westlake Ave N. In this area, peak occupancy is above 85%. However, while there are areas of specific high demand within the Westlake area, it does not lend itself to subdivision as the overall paid parking area is small.

- The initial recommendation is to extend all of the 2- and 3-hour parking limits to all day parking. The anticipated outcome is increased utilization in the corridor.

- The neighborhood has higher demand in summer and might benefit from multi-day parking in future years to service the boat-owners who leave their vehicles for extended periods of time.

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Performance-Based Parking Pricing Background

In 2010, the City Council directed the Seattle Department of Transportation (SDOT) to set paid parking rates by neighborhood to achieve the policy objective of providing an average of one to two open spaces per block face throughout the day. In November 2010, SDOT conducted a citywide parking study, collecting hourly occupancy data on over half of Seattle's 13,500 paid parking spaces. Based on the results of the study, SDOT established 2011 on-street parking rates in Seattle's 23 paid parking areas ranging from $1.00 to $4.00 per hour.

The City Council also directed SDOT to study how different types of pricing might affect parking choices, and to conduct a second citywide occupancy data collection effort (and annually thereafter) to evaluate effects of the 2011 pricing decisions and to inform the 2012 rate-setting process. SDOT reported findings to the City Council in September. The reports are online at http://www.seattle.gov/transportation/parking/performancepricing.htm.

The pricing study included citywide paid parking data collection and analysis, economic analysis, identification of potential demonstration projects, and public engagement components. A Parking Sounding Board was formed to include a wide variety of community stakeholders.

2011 Parking Data Collection

The 2011 occupancy data collection was conducted in June after rates had been changed. The colored lines on the neighborhood map show the blocks where data was collected. The 2010 and 2011 data were compared and measured against occupancy target ranges. The findings include:

1) In areas where rates were increased, there was a reduction in occupancy into the target range.
2) In areas where rates did not change, results were mixed, with minor fluctuations in occupancy up and down.
3) In areas where rates were lowered, there was not a corresponding increase in occupancy – in fact occupancy in some areas dropped.

These findings led SDOT to consider additional pricing strategies, in addition to changing parking rates, such as dividing neighborhoods into high-use core and lower-use peripheral areas with different rates and time limits. The intent is to provide incentives to parkers to walk a bit farther to access the more available and lower priced parking supply.

Next Steps

Parking changes are part of the Mayor's Proposed 2012 Budget and have been submitted to the Seattle City Council for consideration. The City Council will pass the final budget in late November. SDOT will implement any changes in 2012. SDOT will continue an annual parking occupancy data collection to inform future rate-setting, geographic boundary changes and other strategies to help improve parking.

For more information:

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